

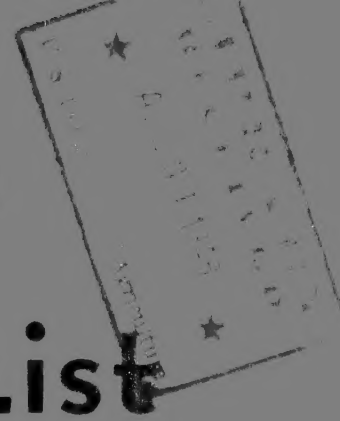
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Do not assume content reflects current scientific knowledge, policies, or practices.

FALL



1948



Wholesale Price List

FOR

Adapted

LAWN SEED MIXTURES

Woodruff Recommendations for your Customers:

1. FALL SEEDING OF LAWNS FOR BEST RESULTS —
TURF-MAKER — THE LAWN SEED TO USE
2. FALL FERTILIZATION FOR HEALTHY GRASS —
GRO-SOD — THE PROPER LAWN FOOD.
3. FERTILIZE AND SEED ECONOMICALLY BY MACHINE —
WOODRUFF'S
DISTRIBUTOR — THE SPREADER TO USE
4. CONTROL JAP BEETLES WITH CHLORDANE —
SYNKLOR — CONTAINS IT AND DOES THE JOB
5. KILL CRAB GRASS WITH —
PURATURF — WOODRUFF TESTED AND APPROVED

F. H. WOODRUFF & SONS, INC.
MILFORD, CONNECTICUT

Branches: BELLEROSE, L. I., N. Y. - ATLANTA, GA. - TOLEDO, OHIO - SACRAMENTO, CALIF. - DALLAS, TEXAS - MERCEDES, TEXAS

WOODRUFF *Adapted* LAWN SEED

GOLD SEAL MIXTURES



Produce the Nation's Finest Lawns

Contain:

1. Over 75% Permanent Grasses.
2. Over 97% Pure Seed.
3. Over 80% Average Germination.
4. Less than 0.3% Weed Content.
5. NO NOXIOUS WEEDS.

BRAND	DESCRIPTION	50 lb. Bags	25 lb. Bags	5 lb. Bags	2 lb. Bags	1 lb. Canister
PRICES ARE PER 100 POUNDS						
TURF-MAKER	Contains: Certified Colonial Bent, Extra Heavy Kentucky Bluegrass and Fancy Redtop	\$70.00	71.00	72.00	73.00	75.00
TURF-MAKER No. 38	Contains: Certified Colonial Bent, Creeping Red Fescue, Extra Heavy Kentucky Bluegrass and Fancy Redtop	\$70.00	71.00	72.00	73.00	75.00
TURF-MAKER For Light Soils	Contains: Certified Colonial Bent, Creeping Red Fescue and Fancy Redtop	\$79.00	80.00	81.00	82.00	84.00
TRU-SHADE	Contains: Creeping Red Fescue, Poa Trivialis, Chewings Fescue, Velvet Bent and Fancy Redtop	\$79.00	80.00	81.00	82.00	84.00

THIS CANCELS ALL PREVIOUS QUOTATIONS.

Special Discounts, Terms and Conditions.

IMPORTANT - please read carefully!

F. O. B. MILFORD or BELLEROSE, L. I. - and FREIGHT PREPAID to your station on orders of 100 pounds or more of these mixtures.

TERMS - 2% ten days, E. O. M. to firms of approved credit.

SHIPPING QUANTITIES - 2's, 25 per bale; 5's, 10 per bale; 25's, 2 per bale, 1 pound canisters, 24 per case.

FOR BROKEN LOTS - Add 1c per pound

EXTRA PROFITS

for the
"OFF-SEASON"
FEATURE



\$11.00 per 100 lbs.
50c per hd. less if
ordered in 500 lb. lots.

Prepaid delivery on
200 lbs. or over

ATTRACTIVE BAGS, COLORFUL
POSTERS AND NEWSPAPER MATS
FREE WITH EVERY SHIPMENT

WOODCO BRAND BIRD FOOD

Bulk Lawn Seed Mixtures

WE ALSO PREPARE THE FOLLOWING
MIXTURES IN BULK BAGS ONLY

PRICES ARE PER 100 POUNDS

BRAND NAME		50 lb. Bags	25 lb. Bags
Sandy Soil	RS	53.00	54.00
Terrace	RS	53.00	54.00
Special Shady	WT	39.00	40.00

RS. Red Seal - WT. White Tag.

FALL SHIPMENT ONLY - THESE ARE NOT SPRING CONTRACT PRICES

RED SEAL MIXTURES



Produce the Best Lawns Possible

FOR SEED DOLLARS SPENT

Contain:

1. Over 40% Permanent Grasses.
2. Over 90% Pure Seed.
3. Over 75% Average Germination.
4. Less than 0.6% Weed Content.
5. NO NOXIOUS WEEDS.

BRAND	DESCRIPTION	50 lb. Bags	25 lb. Bags	5 lb. Bags	2 lb. Bags	1 lb. Canister
PRICES ARE PER 100 POUNDS						
ROYAL	Contains: Kentucky Bluegrass, Mixed Bent, Red Top, Perennial Ryegrass and Common Eyegrass	\$53.00	54.00	55.00	56.00	58.00
MILFORD GREEN	Contains: Kentucky Bluegrass, Chewings Fescue, Red Top and Common Ryegrass	\$53.00	54.00	55.00	56.00	
SHADY SPOT	Contains: Red Fescue, Kentucky Bluegrass, Fancy Red Top and Common Ryegrass	\$53.00	54.00	55.00	56.00	58.00

WHITE TAG LINE

(TO MEET THE COMPETITIVE TRADE)

INERT MATTER NOT OVER 15%		50 lb. Bags	25 lb. Bags	5 lb. Bags	2 lb. Bags
PRICES ARE PER 100 POUNDS					
PARK		\$39.00	40.00	41.00	42.00
GREEN DIAMOND		\$25.00	26.00	27.00	28.00

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MILFORD, CONN.

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SACRAMENTO, CALIF. - DALLAS, TEXAS - MERCEDES, TEXAS

F. H. WOODRUFF & SONS, INC. gives no warranty, express or implied, as to the productiveness of any seeds or bulbs it sells, and will not be in any way responsible for the crop. The seller's liability, in all instances, is limited to the purchase price of the seeds.

EXTRA PROFITS!



*Join the Long List of Dealers
Who Profit with ...*

GRO-SOD LAWN FOOD ORDER NOW!

GRO-SOD
Lawn
GRASS FOOD

THE OLD ORIGINAL
FORMULA — 10-6-4

One-half the nitrogen is Organic. No offensive odor. Promptly effective and lasting.

SIZE	WHOLESALE	RETAIL
100 lb. Bags —	5.25	7.50
50 lb. Bags —	2.95	4.30
25 lb. Bags —	1.70	2.60

Ton Lots or over Less 5%.

Terms Net F O B our Warehouses
Freight Prepaid

WHY...

is GRO-SOD better for lawns
than ordinary fertilizer?

The most important element in a lawn fertilizer is nitrogen. This is the 10 in the 10-6-4 formula. Grass being mowed continually needs this extra nitrogen to compensate for the fast leaf growth in domesticated grass. This formula has been developed after exhaustive scientific experiments. GRO-SOD provides the extra nitrogen called for by this scientific formula.

BUT — this nitrogen plant food must feed grass, not for two weeks, but for two months. Hence one-half the nitrogen in GRO-SOD is organic — the form which is absorbed by the soil slowly. The chemical portion of the nitrogen gives quick food stimulant to the lawn; the organic portion saves and distributes nutriment over a two-month period.

FOR QUALITY — FOR SERVICE — FOR SELLING AIDS
WOODRUFF LEADS

62,13

RETAIL PRICE LIST

FALL 1948



GOLD SEAL – Highest Quality
97% Pure – At Least 75% Perennial

RED SEAL – Good Quality
90% Pure – At Least 40% Perennial

F. H. WOODRUFF & SONS, INC.
MILFORD, CONN.

Branches: Toledo, Ohio - Sacramento, Calif. - Atlanta, Ga.
Bellerose, N. Y. - Dallas, Texas - Mercedes, Texas



RETAIL PRICE LIST



GOLD SEAL LAWN SEED MIXTURES

(All 97% Pure)

BRAND	1 Lb.	2 Lbs.	5 Lbs.	25 Lbs.	50 Lbs.
Turf-Maker	\$ 1.20	\$ 2.35	\$ 5.65	\$ 27.25	\$ 53.50
Turf-Maker No. 38	1.20	2.35	5.65	27.25	53.50
Tru-Shade	1.35	2.65	6.35	30.75	60.50

RED SEAL LAWN SEED MIXTURES

(All 90% Pure)

Royal	\$.90	\$ 1.75	\$ 4.25	\$ 20.75	\$ 40.50
Milford Green		1.75	4.25	20.75	40.50
Shady Spot	.90	1.75	4.25	20.75	40.50
Sandy Soil		1.75	4.25	20.75	40.50
Terrace		1.75	4.25	20.75	40.50

GRO-SOD LAWN FOOD

THE OLD ORIGINAL 10-6-4

With 50% Organic Nitrogen

100 lbs.	\$7.50
50 lbs.	4.30
25 lbs.	2.60

TERMS: Net, F. O. B. Our Warehouse, Freight Prepaid.

GRASS SEED DIVISION

F. H. WOODRUFF & SONS, INC.
MILFORD, CONN.

Branches: Toledo, Ohio - Sacramento, Calif. - Atlanta, Georgia
 Bellerose, New York - Dallas, Texas - Mercedes, Texas

SEEDING CHART

GOLD SEAL MIXTURES

All Over 97% Pure

SEEDING RATE

1 lb.	will seed an area	10 feet by	15 feet
3 lbs.	will seed an area	20 feet by	25 feet
5 lbs.	will seed an area	25 feet by	40 feet
10 lbs.	will seed an area	40 feet by	50 feet
25 lbs.	will seed an area	75 feet by	100 feet
50 lbs.	will seed an area	100 feet by	140 feet
100 lbs.	will seed an area	150 feet by	200 feet

RED SEAL MIXTURES

All Over 90% Pure

SEEDING RATE

1 lb.	will seed an area	10 feet by	10 feet
3 lbs.	will seed an area	15 feet by	20 feet
5 lbs.	will seed an area	25 feet by	30 feet
10 lbs.	will seed an area	40 feet by	50 feet
25 lbs.	will seed an area	50 feet by	100 feet
50 lbs.	will seed an area	100 feet by	125 feet
100 lbs.	will seed an area	100 feet by	200 feet

GRO-SOD LAWN FOOD

RATE OF APPLICATION

1 lb.	will feed an area	10 feet by	10 feet
3 lbs.	will feed an area	15 feet by	20 feet
5 lbs.	will feed an area	20 feet by	25 feet
10 lbs.	will feed an area	25 feet by	40 feet
25 lbs.	will feed an area	50 feet by	50 feet
50 lbs.	will feed an area	50 feet by	100 feet
100 lbs.	will feed an area	100 feet by	100 feet